

## What is a Podcast?

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### WHY A TECHTORIAL?

#### What will I learn today?

You will learn what a podcast is and how they are being used in the classroom.

#### What hardware and/or software does the techtorial apply to?

The techtorial applies to any computer with Internet access.

#### Which National Educational Technology Standards for Teachers does the techtorial address?

The techtorial will help teachers accomplish standard IIIa in particular.

The International Society for Technology in Education (ISTE) has developed a set of National Educational Technology Standards for Teachers. Standards or Performance Indicators are included for each techtorial to help teachers and administrators improve technology proficiency. For a complete description of the standards indicated, go to [NETS for Teachers](#).

## WHAT IS A PODCAST?

A podcast is simply an audio -- and sometimes a video -- recording made available online. The word is a combination of the words "broadcast" and "iPod," Apple's MP3 player. But, don't let the word "pod" throw you; you don't need an iPod or even an Apple to listen to existing podcasts, or to make your own.

Currently, there are three types of podcasts:

1. A basic podcast contains only audio and is the easiest to create and listen to.
2. An enhanced podcast has both audio and slides (like a narrated PowerPoint presentation on the Web).
3. A vodcast (or video podcast) contains video and audio and is the most difficult to create and view.

Although some podcasts are one-time productions (Here is my lecture on the ramifications of World War II.), many podcasts are "serial" -- new episodes are produced each day, week, or month. Think of your favorite op-ed columnist in your local paper and imagine that he or she recorded the column daily.

You even can set up your MP3 player or iTunes player to look for updates of a particular podcast. Let's say a local sports commentator presents a podcast of high school football games every Saturday morning. You could have iTunes or your MP3 player look for that update and have it ready bright and early the morning after your son's game.

## WHAT WILL PODCASTING COST?

Podcasting is a very recent addition to the tech world and each day, dozens (maybe hundreds!) of new podcasts are available. More importantly, listening to or viewing podcasts requires very little tech skill and (most of the time) no money. And, creating podcasts, although a bit confusing for the beginner, also can be done at little or no charge.

Still confused about podcasting? Hang in there; it can take a bit of effort to understand how podcasts work, but they do offer are some real educational advantages you should know about.

In this techorial, we'll answer the question: How do I listen to (or view) a podcast? and we'll provide examples of podcasts created by real teachers and students. Then, in an upcoming techorial we'll demonstrate how to create a podcast and explain how you can use podcasts in *your* classroom.

## LISTENING TO YOUR FIRST PODCAST

The best choice to listen to (or view) a podcast is [iTunes](#), Apple's free music purchasing software. Both PC and Apple users can download and use the program. Here's how:

- Go to [iTunes](#) and click Free Download. (Note: Although you need to create an account -- including providing a credit card number -- to create Podcasts or purchase music at iTunes, you do *not* need to create an account to view and use Podcasts!)
- After completing the easy installation process, open the iTunes program and click Podcasts. [podcast1.jpg](#).



The iTunes window now is lavender and is filled with choices of Podcasts. Let's take a look at three educational podcasts.

## EDUCATIONAL PODCAST ONE

- In the Search Blank on the left side of the window, type the name "Julene Reed" and click Enter/Return. You should see several podcasts created by Julene Reed, director of technology at [St. George's Independent Schools](#) in Memphis, Tennessee.

| Name              | Artist            | Category  | Description                       | Relevance | Price   |
|-------------------|-------------------|-----------|-----------------------------------|-----------|---|
| iChat A/V         | Julene Reed       | Education | Videoconferencing with iChat...   |           | Free <input type="button" value="SUBSCRIBE"/> |
| Ancient China ... | Julene Reed & ... | K-12      | This is the vodcast assignmen...  |           | Free <input type="button" value="SUBSCRIBE"/> |
| Rosa Parks - C... | Julene Reed       | Education | Rosa Parks died this week at t... |           | Free <input type="button" value="SUBSCRIBE"/> |

- Find the "Rosa Parks" podcast and double-click the words "Rosa Parks." What you now hear is the voice of Julene Reed. Note that this basic podcast (audio only) was made using just the internal microphone on her laptop and [PodcastMaker](#), an inexpensive podcast creation software program (more on creation later!) Note that you can double-click any podcast to hear the first minute and a half of the recording (no slides or video can be seen this way).

## EDUCATIONAL PODCAST TWO

- Double-click the small white arrow in the grey circle to the right of "Ancient China Comes to the 21st Century."

Ancient China Comes to the 21st Century

These podcasts were created in Lucie Calvin's freshman history class at St. George's. They are *enhanced* podcasts; students added still slides to their audio narration. This, time, because we want to see the slides and hear the whole podcast, we'll need to *subscribe* to the podcast we want to view.

- Find podcast number 30 "Q'in Dynasty: Terra-Cotta Army (Brian & Adeline)", and double-click Subscribe at the far right. (You might need to use the scroll/toggle bar to move over far enough.)

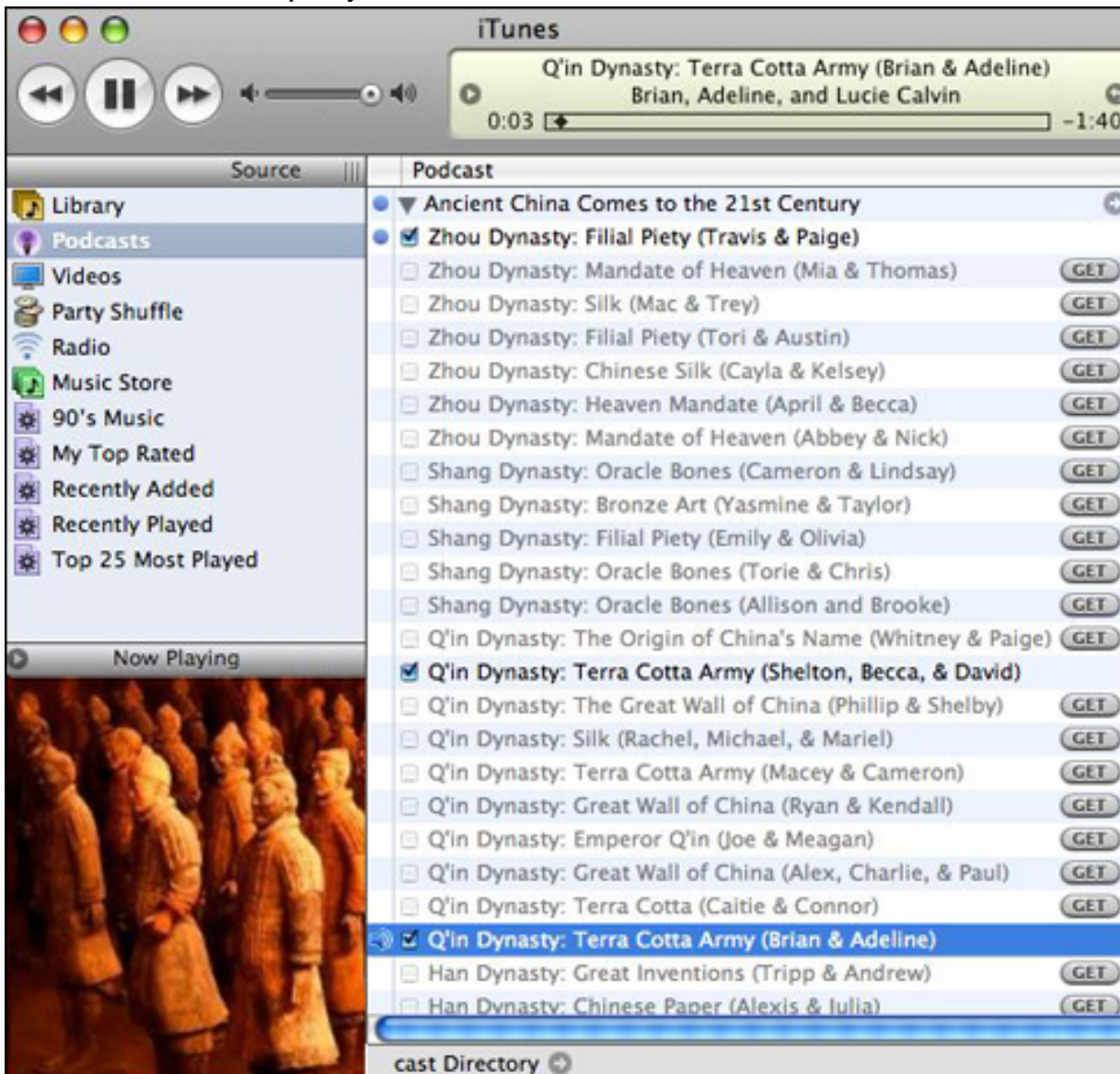
Free

You can watch at the top of the window as iTunes downloads the podcast into your library.

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- Look on the left of the iTunes window and find the purple microphone and the word Podcasts.



- Double-click the "Q'in Dynasty: Terra-Cotta Army (Brian & Adeline)" podcast and, as the audio plays, look at the bottom left corner of iTunes. You'll see slides selected by the students to accompany their narration.



## EDUCATIONAL PODCAST THREE

Finally, let's look at a vodcast (podcast with video):

- Click the words "Music Store" on the left of your iTunes window. You still should be on the China podcasts page. (Note: If you cannot, for some reason, click the arrow, just

click the HOME icon, click Podcasts, and type "Julene Reed" in the search blank on the Podcasts page. Then click the arrow next to Ancient China.

- Scroll all the way to the bottom of the podcasts list. The last podcast in this China listing is "Ancient China-Project Introduction." The small TV symbol next to the title tells us this is a vodcast.



- Scroll to the far right and click the GET button (you are already subscribed to the general podcasts on China). Then, when the vodcast appears in your music library, double-click the title and view the video on the bottom left.



- You might notice that the video is choppy and sometime out of sync with the audio. That was created on an inexpensive iSight camera and software called [Conference Recorder](#). Both products are very inexpensive and are perhaps the easiest way for educators to create vodcasts.  
selected by the students to accompany their narration.

## TELL ME MORE!

### Where can I find more examples of podcasts?

Want more proof that podcasts are moving into the school in meaningful ways? Check out David Warlick's [Education Podcast Network](#). Simply scroll through the menu on the left side and double click any topic of interest. You can even hear many of the podcasts without opening iTunes!

Want to learn how to create your own podcast? Check out next week's techtorial, Creating a Podcast.